



KSHB-TV

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316115 /**
Original Date / Revision
 10/26/12 11/06/12
Advertiser **MOPET - Missouri PMCSA**

Agency **Smart Media Group**
Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product
MOPET-Missouri PMCSA
Agency Com 15%
Billing Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **C30N06**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	39	\$33,511.25	\$39,425.00	0.00	10/29/12	11/06/12	39	\$33,511.25	\$39,425.00
Totals	39	\$33,511.25	\$39,425.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	-- 111--	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-- 111--		3			\$400.00		0.00			
N 2	KSHB	10/30/12	10/30/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- T - - - -	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T - - - -		1			\$1,200.00		0.00			
N 3	KSHB	10/30/12	11/04/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	- - - - - 11	:30	2	\$400.00	P-1	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - 11		2			\$400.00		0.00			



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Contract / Revision **316115** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/06/12

Order Sep 00:30:00

Advertiser **MOPET - Missouri PMCSA** Product **MOPET-Missouri PMCSA** Estimate # **C30N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	10/30/12	11/04/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----11	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----11		2				\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/29/12-11/04/12		Sa Su 5-530p Rotator		5-530p	-----SaSu	:30		(\$400.00)		0.00	NM		
	See MG 14.6,14.7,14.8,14.9,14.10 [no 5p news on sat due to notre dame!]														
2	KSHB	10/29/12-11/04/12		Sa Su 5-530p Rotator		5-530p	-----SaSu	:30		(\$400.00)		0.00	NM		
	See MG 3.3,3.4 [rate]														
3	KSHB	10/29/12-11/04/12		Sa 8-10a		8a-10a	-----Sa--	:30		\$400.00		0.00	NM		
	Ⓜ MG for 12.2,3.2														
4	KSHB	10/29/12-11/04/12		Su Today Show		7-8a	-----Su	:30		\$400.00		0.00	NM		
	Ⓜ MG for 12.2,3.2														
N 4	KSHB	10/30/12	11/04/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----1-	:30	1	\$450.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1-		1				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/29/12-11/04/12		NBC Action News at 6p Sa		6-630p	-----Sa--	:30		(\$450.00)		0.00	NM		
	Credited														
N 5	KSHB	10/30/12	11/04/12	Sa Late News Late News Sa	CM	10-1030p	-----1-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1-		1				\$1,000.00		0.00			
N 6	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	11-11--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11-11--		4				\$1,000.00		0.00			
N 7	KSHB	10/30/12	11/04/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
N 8	KSHB	10/30/12	11/04/12	Friday Prime B Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,200.00		0.00			
N 10	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$250.00		0.00			
N 11	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$450.00		0.00			
N 12	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	11-----	:30	2	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11-----		2				\$400.00		0.00			



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Hiatus Dates

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Order Sep 00:30:00

Advertiser **MOPET - Missouri PMCSA** Product **MOPET-Missouri PMCSA** Estimate # **C30N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	11-----	:30	2	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11-----			2		\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KSHB	10/30/12-11/05/12		M-F 4-430p		4-430p	MT-----	:30		(\$400.00)		0.00 NM		
See MG 3.3,3.4 [offer Sat 8-10a pls]														
N 13	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$425.00	P-2	0.00 NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--			5		\$425.00		0.00			
N 14	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$650.00	P-1	0.00 NM	7	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--			5		\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$650.00)		0.00 NM		
See MG 14.6,14.7,14.8,14.9,14.10 [rate]														
3	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$650.00)		0.00 NM		
See MG 14.6,14.7,14.8,14.9,14.10 [rate]														
4	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$650.00)		0.00 NM		
See MG 14.6,14.7,14.8,14.9,14.10 [rate]														
5	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$650.00)		0.00 NM		
See MG 14.11,14.12 [cand]														
6	KSHB	10/30/12-11/04/12		Su Late News		Late News Su	-----Su	:30		\$800.00		0.00 NM		
Ⓜ MG for 3.1,14.3,14.4,14.2														
7	KSHB	10/30/12-11/04/12		Major League Soccer		12-6pm	-----Su	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 3.1,14.3,14.4,14.2														
8	KSHB	11/05/12-11/05/12		M-F 430-5p		430-5p	M-----	:30		(\$325.00)		0.00 NM		
Ⓜ See MG 14.11,14.12 [pol]														
9	KSHB	11/05/12-11/05/12		M-F 430-5p		430-5p	M-----	:30		\$325.00		0.00 NM		
Ⓜ MG for 3.1,14.3,14.4,14.2														
10	KSHB	11/02/12-11/05/12		M-F 1-2p		1-2p	M---F----	:30		\$100.00		0.00 NM		
Ⓜ MG for 3.1,14.3,14.4,14.2														
11	KSHB	11/06/12-11/06/12		NBC Action News at 6a		6-7a	-T-----	:30		\$700.00		0.00 NM		
Ⓜ MG for 14.8,14.5														
12	KSHB	11/06/12-11/06/12		Today Show		7-9a	-T-----	:30		\$725.00		0.00 NM		
Ⓜ MG for 14.8,14.5														
N 15	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	11111--	:30	5	\$1,300.00	P-1	0.00 NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--			5		\$1,300.00		0.00			
N 16	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$1,800.00		0.00			



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Contract / Revision **316115** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/06/12

Order Sep 00:30:00

Advertiser **MOPET - Missouri PMCSA** Product **MOPET-Missouri PMCSA** Estimate # **C30N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	M- - - - -	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
N 17	KSHB	10/30/12	11/04/12	Tue 7-9p Tue 7-9p	CM	7-9p	- T- - - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T- - - - -		1				\$2,000.00		0.00			
N 18	KSHB	10/30/12	11/04/12	Wednesday Prime A Wednesday Prime A	CM	7-8p	- - W- - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - W- - - -		1				\$1,000.00		0.00			
N 19	KSHB	11/05/12	11/05/12	Mon 7-9p Mon 7-9p	CM	7-9p	M- - - - -	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1				\$4,500.00		0.00			
N 20	KSHB	10/30/12	11/04/12	NFL Game NFL Game	CM	7-1030p NFL Game	- - - - - S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$4,500.00		0.00			
N 21	KSHB	10/30/12	11/04/12	Notre Dame Notre Dame	CM	Notre Dame	- - - - - S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$1,000.00		0.00			
Totals														39	\$39,425.00